

FIGURE 1

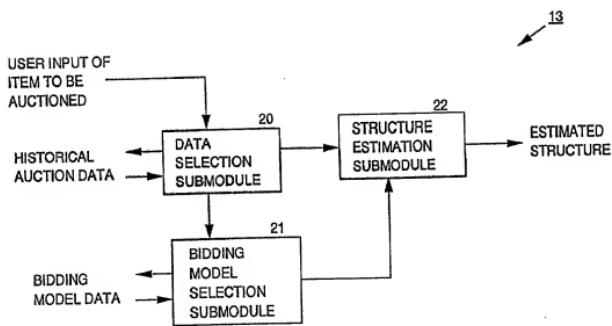


FIGURE 2

DATA SELECTION SUBMODULE

PROPOSED ALGORITHM

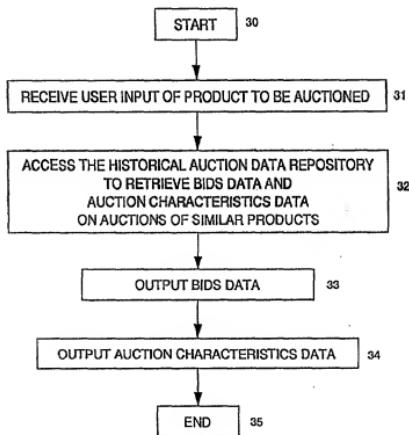


FIGURE 3

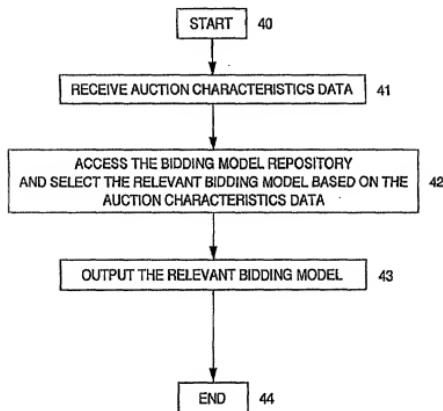
BIDDING MODEL SELECTION SUBMODULE

FIGURE 4

## STRUCTURE ESTIMATION SUBMODULE

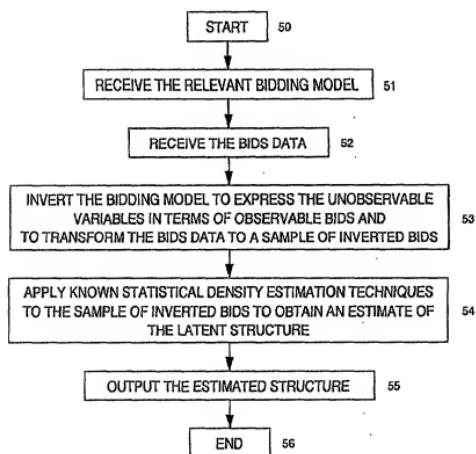


FIGURE 5

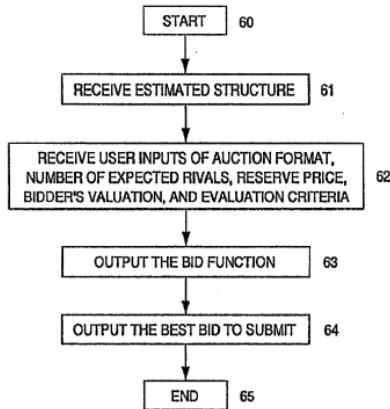
BIDDING CALCULATOR SUBMODULE

FIGURE 6

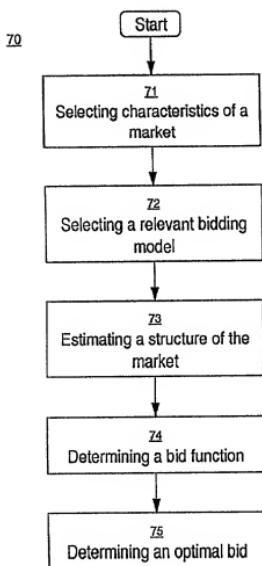


Figure 7

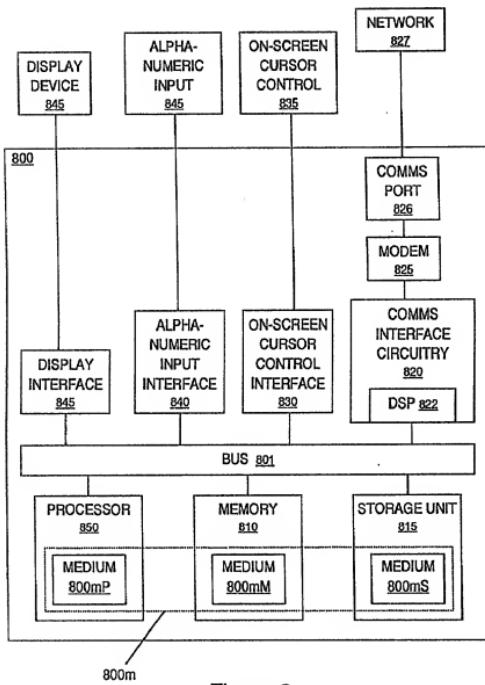


Figure 8

Historical Auction Data Repository contains data on past auctions. For the purposes of present invention, the following variables are observed for each auction in the database.

Auction:

Auction ID  
Further Auction Characteristics

Auctioned Item:

Item ID  
Name  
Quantity  
Description  
Further Item Characteristics

Mechanism:

Auction Format  
Reserve Price  
Further Mechanism Characteristics

Bidders:

Bidder ID  
Segment ID  
Further Bidder Characteristics

Bids

Identities of participating bidders  
Bids submitted by participating bidders

Outcomes:

Assigned payments for each bidder  
Assigned quantities for each bidder

Figure 9a

AUCTION CHARACTERISTICS:

Auction ID

Item ID

Item Name

Quantity

Dates:

Announcement

Start

Close

Seller/Buyer ID

Auction Mechanism Characteristics

Invited Bidders' IDs

Participating Bidders' IDs and Bids, Quantities

Outcome:

Assigned Price for each bidder

Assigned Quantities for each bidder

Fees:

Shipping & Handling

Taxes

Auctioneer Fees:

Posting Fee

Ad Valorem Fee

Figure 9b

BIDS:

Bid ID  
Auction ID  
Item ID  
Bidder ID  
Bid Time Stamp  
Price Bid  
Bid Type  
    Proxy  
    Direct  
Quantity Desired  
Minimum Quantity  
Currency

Figure 9c

## MECHANISM CHARACTERISTICS:

Format	English
	Dutch
	Sealed Bid First Price
	Sealed Bid Second Price
	Vickrey
	etc
Buy/Sell	
Entry Rule	
Open	Free
	Fee
Invitation	
	Free
	Fee
Reserve Price	
	Secret
	Open
Start Price	
Bid Increment	
	Fixed
	Relative
Closing Rule	
	Inactivity Time
	Fixed Closing Time

Figure 9d

ITEM CHARACTERISTICS:

Item ID  
Name  
Description  
Location  
SKU  
Manufacturer  
Model Number  
Condition  
Warranty  
Weight  
Weight Unit  
Measurement Unit  
Currency  
List Price  
etc

Figure 9e

BIDDER CHARACTERISTICS:

- ID
- Segment ID
- Name
- Address
- General Information
- Socio Demographic Information
- Etc

Figure 9f

SELLER/BUYER CHARACTERISTICS:

Seller/Buyer ID  
Name  
Address  
General Information  
Socio Demographic Information  
Etc

Figure 9g